**Amendments to the Claims:**

These claims will replace all prior versions, and listings, of claims in the application:

1. (previously presented) A communications system, comprising:

a transmitter beacon device for transmitting an alert signal to a mobile wireless device , the alert signal being provided for prompting an alert message at the mobile wireless device ; and

a receiver in the mobile wireless device that stores interpretation data, such that the mobile wireless device generates the alert message based on the interpretation data in response to receiving the alert signal transmitted from the transmitter beacon device .

2. (previously presented) The communications system according to claim 1, wherein the interpretation data comprises sound or image files.

3. (previously presented) The communications system according to claim 1, comprising:

a first group comprised of a plurality of transmitter beacon devices for wirelessly broadcasting data, wherein at least one of the transmitter beacon devices of the first group is arranged to provide the interpretation data to the mobile wireless device to enable to interpret the signals from the transmitter beacon devices of the first group.

4. (previously presented) The communications system according to claim 3, further comprising a second group comprised of a plurality of transmitter beacon devices for wirelessly

broadcasting data, wherein the mobile wireless device is adapted to receive data from the first and second groups and wherein at least one of the transmitter beacon devices of the second group is arranged to provide the interpretation data to the mobile wireless device to enable to interpret the signals from the transmitter beacon devices of the second group.

5. (previously presented) The communications system according to claim 3, wherein the at least one of the transmitter beacon devices of the first group is arranged to receive an identity of the mobile wireless device.

6. (previously presented) The communications system according to claim 5, wherein at least one of the transmitter beacon device of the first group comprises means for passing the identity of the mobile wireless device to the other transmitter beacon devices of the first group.

7. (previously presented) The communications system according to claim 5, wherein the identity of the mobile wireless device comprises profile information .

8. (previously presented) The communications system according to claim 5, wherein the other transmitter beacon devices of the first group comprise a filter to filter the alert messages based on the identity of the mobile wireless device.

9. (previously presented) The communications system according to claim 1, wherein the interpretation data comprises content for display during a connection procedure.

10. (previously presented) The communications system according to claim 1, wherein each of the transmitter beacon devices broadcasts using the Bluetooth protocol.

Claims 11 - 18. (canceled)

19. (currently amended) A method for communicating between a mobile device and a beacon device, comprising:

providing interpretation data to the mobile device;

transmitting an alert signal to the mobile device, the alert signal being provided for prompting an alert message at a mobile device; and

generating the alert message by the mobile device based on the interpretation data in response to receiving the alert signal transmitted from the beacon device.

20. (previously presented) The method according to claim 19, wherein the interpretation data comprises sound or image files.

21. (previously presented) The method according to claim 19, further comprising a first group comprised of a plurality of beacon devices for wirelessly broadcasting data, wherein at least one of the beacon devices of the first group is arranged to provide the interpretation data to the mobile device to enable to interpret the signals from the beacon devices of the first group.

22. (previously presented) The method according to claim 21, further comprising a second group comprised of the beacon devices for wirelessly broadcasting data, wherein the mobile

device is adapted to receive data from the first and second groups and wherein at least one of the beacon devices of the second group is arranged to provide the interpretation data to the mobile device to enable to interpret the signals from the beacon devices of the second group.

23. (previously presented) The method according to claim 21, wherein the at least one of the beacon devices of the first group is arranged to receive an identity of the mobile device.

24. (previously presented) The method according to claim 23, wherein at least one of the beacon device of the first group comprises means for passing the identity of the mobile device to the other beacon devices of the first group.

25. (previously presented) The method according to claim 23, wherein the identity of the mobile device comprises profile information.

26. (previously presented) The method according to claim 23, wherein the other beacon devices of the first group comprise a filter to filter the alert messages based on the identity of the mobile device.

27. (previously presented) The method according to claim 19, wherein the interpretation data comprises content for display during a connection procedure.

28. (previously presented) The method according to claim 19, wherein the beacon device broadcasts using the Bluetooth protocol.